

The Next Generation of Computing Experiences



Gregory Bryant
Vice President,
Sales and Marketing Group
General Manager,
Asia-Pacific Region



Kirk Skaugen

Corporate Vice President
General Manager,
PC Client Group



Ultrabook™: A Brief History

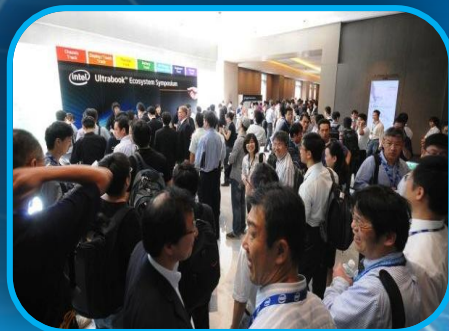
One Year Ago

Announcement of the New Category at Computex



August

First-ever Ultrabook Symposiums



October

First Wave of Ultrabooks Hit Shelves in Major Global Markets



January

2012 Called the Year of the Ultrabook



Today

3rd Generation Core Ultrabooks Go Mainstream + Business



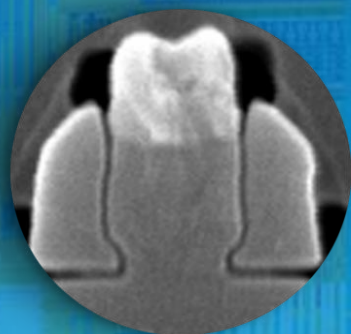
謝謝

Thank you!

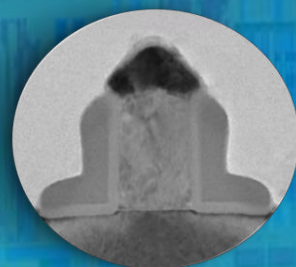


From Idea to Ultrabook™

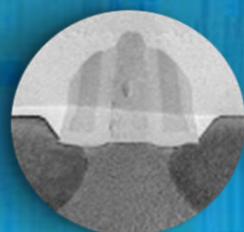
Industry's First 22nm TRI - GATE TRANSISTOR



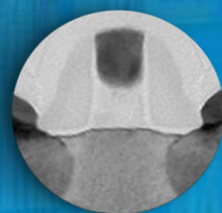
180 nm
1999



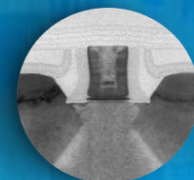
130 nm
2001



90 nm
2003



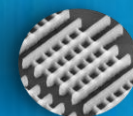
65 nm
2005



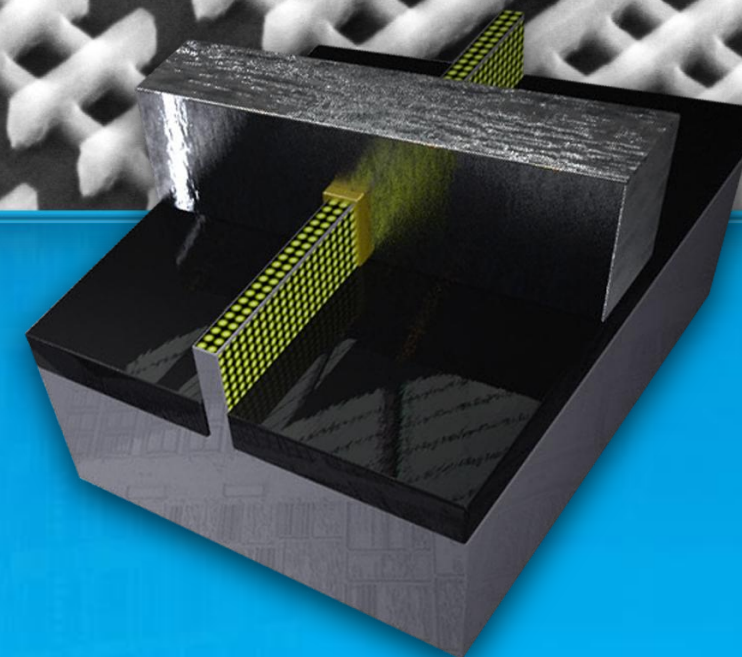
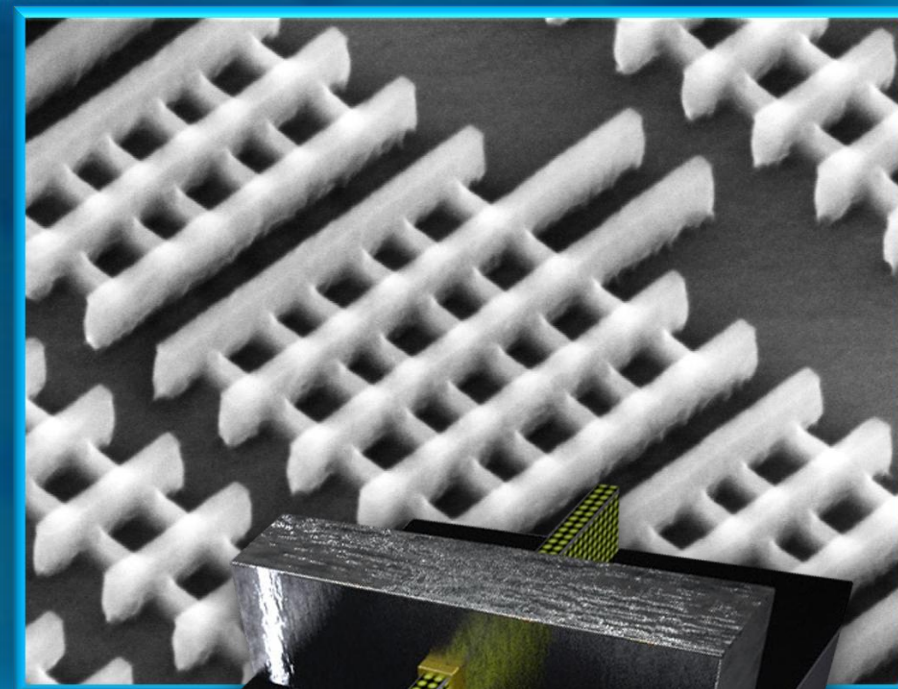
45 nm
2007



32 nm
2009



22 nm
2011



Ultrabook™ : Designed for the User

- High performance
- Immediate response
- Creation
- No wait

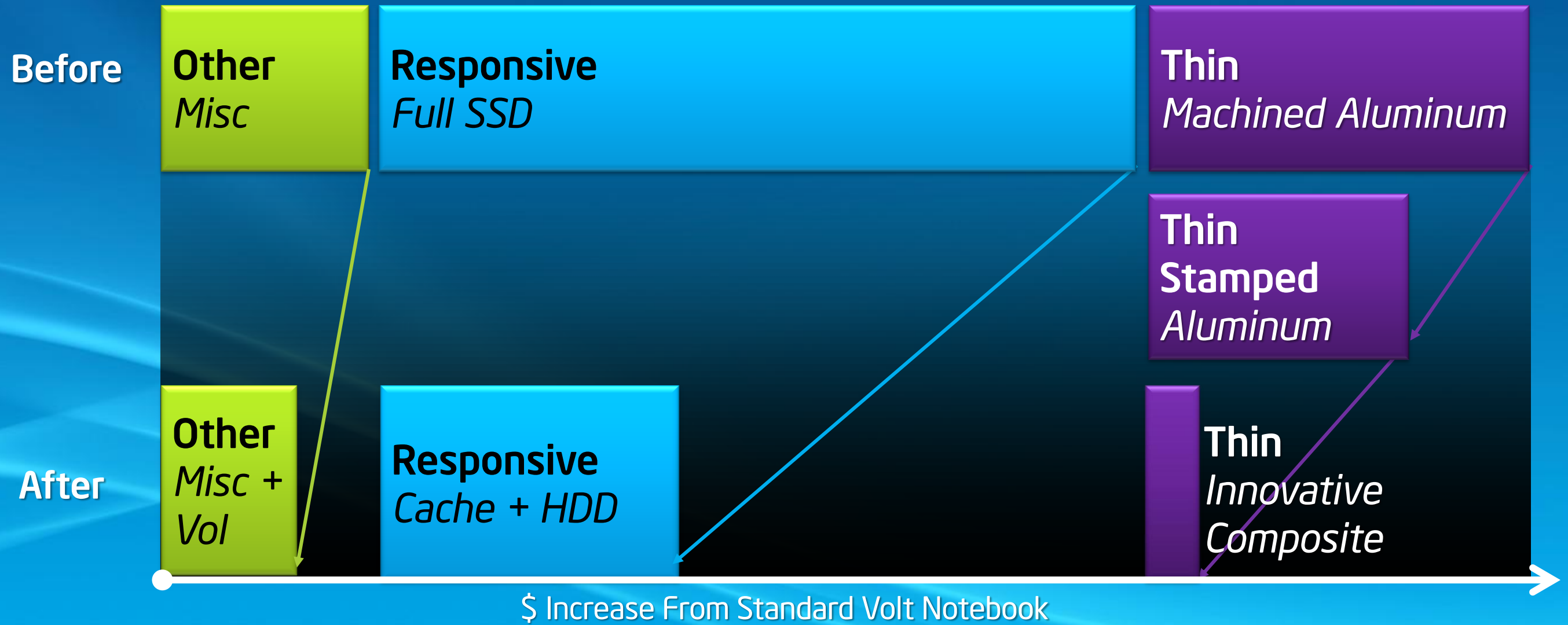


- Awesome battery life
- Connect anytime, anywhere
- New user Interfaces

- Peace of mind
- Worry free
- Secure

- Amazing form factors
- Thin
- Personalized

Accelerating Industry Innovation for Ultrabook™



3rd Generation Intel® Core™ Ultrabooks™

Up to 22% Faster*
Better Graphics up to 2x*
Better Media up to 2x*
Responsive While Active
Fast Resume (<7 sec)



>5 Hours Battery Life, many >8
Intel® WiDi
USB 3.0 & Thunderbolt

Intel® Anti-Theft Technology
Intel® Identity Protection Technology
Intel® vPro™ Processor Technology
Intel® Small Business Advantage

Amazing Form Factors
Choice with >110 Designs
New Convertibles

*vs Prior Generation.

Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.



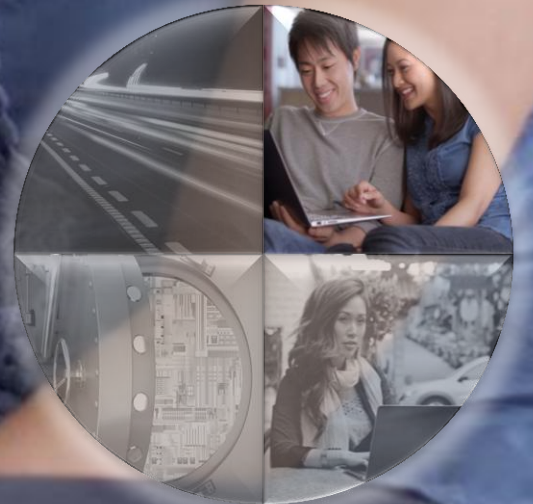
More Responsive



Mainstream Gaming



More Mobile





More Protected



Intel® Anti-Theft Service



Intel® Identity Protection Technology

A Growing Ecosystem

PC OEMs



lenovo 联想

acer



FUJITSU



TOSHIBA

ASUS®



SONY

NEC

Security ISVs



Ah AhnLab



FEITIAN
WE BUILD SECURITY



nordic edge



Websites



DineroMail



PayPal



More Stylish



New Ultrabooks™ Based on the 3rd Generation Intel® Core™ Processor Family



Acer Aspire S3



Acer Aspire S5



Asus UX21A



Asus UX31A



Asus UX32VD



Dell Inspiron 14Z



Fujitsu Lifebook U772



Gigabyte U2442V



HP ENVY 4



Lenovo U310



Lenovo U410



Lenovo X1



Lenovo T430U



LG Z350



LG Z450



NEC LaVie Z



Sony VAIO T13



Samsung Series 5



Samsung Series 9



Toshiba Portégé Z930



Toshiba Satellite U840

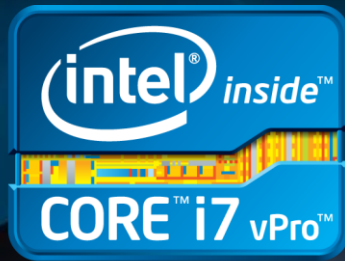
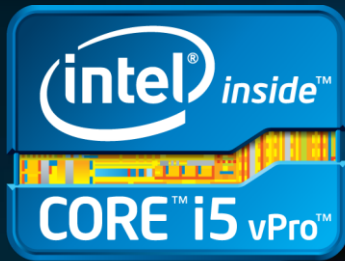


Toshiba Satellite U845W

Other brands and names are the property of their respective owners.

vPro™ Ultrabooks™

Built for Business,
Engineered for Security



Ultrabook™ Inspired by Intel Shop Ultrabook™



Ultrabook™
Inspired by Intel

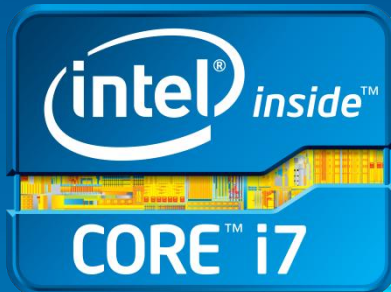


A New Era
in Computing

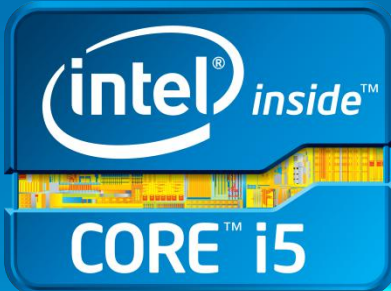


The New Processors for Ultrabook™

New Ultrabook™ Systems Based on 3rd Generation Intel® Core™ Processor Family



Two New Intel® Core™ i7 Processors
Mobile Ultra: i7-3667U, i7-3517U



Two New Intel® Core™ i5 Processors
Mobile Ultra: i5-3427U, i5-3317U



One New Intel® Core™ i3 Processors
Mobile Ultra: i3-3271U

5 of 16 3rd Generation Intel® Core™ Processors Launching Today!

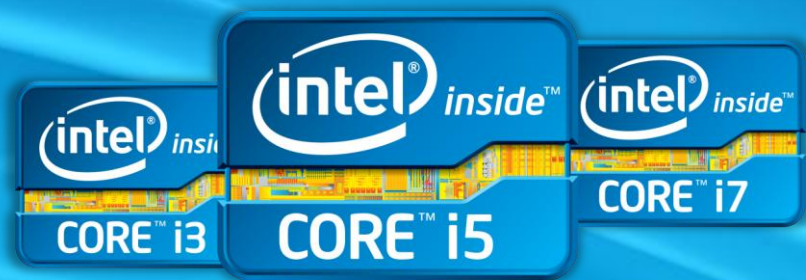


Upgrade Your Experience — Today

Ultrabooks™ with 3rd Generation Intel® Core® Processor



VS.



- Up to 80% faster*
- Up to 30x improvement on media*
- Up to 19x better graphics performance*
- 10x faster I/O with USB 3.0 or Thunderbolt™
- Rapid Start & Smart Response
- Smart Connect
- More secure
- Thinner <21mm

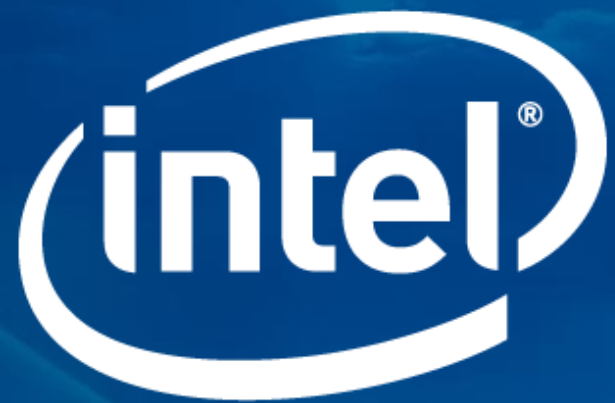
*vs P8600 Core™ 2 Duo based machine

Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.



What's Ahead?





Microsoft[®] Windows 8



Other brands and names are the property of their respective owners.



Consumers Love Touch



Mr. Taro Hiyama

Chief Marketing Executive
Toshiba Corporation Digital Products &
Services Company

TOSHIBA
Leading Innovation >>>





Toshiba's New Convertible Ultrabook™

Toshiba-Intel Joint
Collaboration Project



Other brands and names are the property of their respective owners.

Toshiba is Fully Committed for Ultrabook™

Portégé Z830



Satellite
U840W



Satellite U840



Other brands and names are the property of their respective owners.

Future Convertible & Touch Clamshell Ultrabook™ Designs



Asus Taichi



Asus UX21A



Lenovo Yoga



Samsung Series 5



Compal QUA20



Compal VAU30



ECS UT40II



Inventec Doti



Inventec Roti 11CV



Inventec Roti 14CT



Legend X410



MSI S20



Pegatron CP1



Quanta D7



Wistron ICT30



Wistron ICT40




Wistron ICT51



Wistron IST30



Wistron FFRD



Ultrabooks™ with Sensors



Intel Wireless Charging

Wirelessly Charge Your Devices From Your PC!

- Positional flexibility
- 3 Watts of power
- Discrete or integrated
- Management software

“killer Ultrabook™ Usage...”

PC Pop - 2012



Bringing Voice to the PC



Performance Meets Style

All-in-One Innovation and Investment



Other brands and names are the property of their respective owners.

New Usage Models

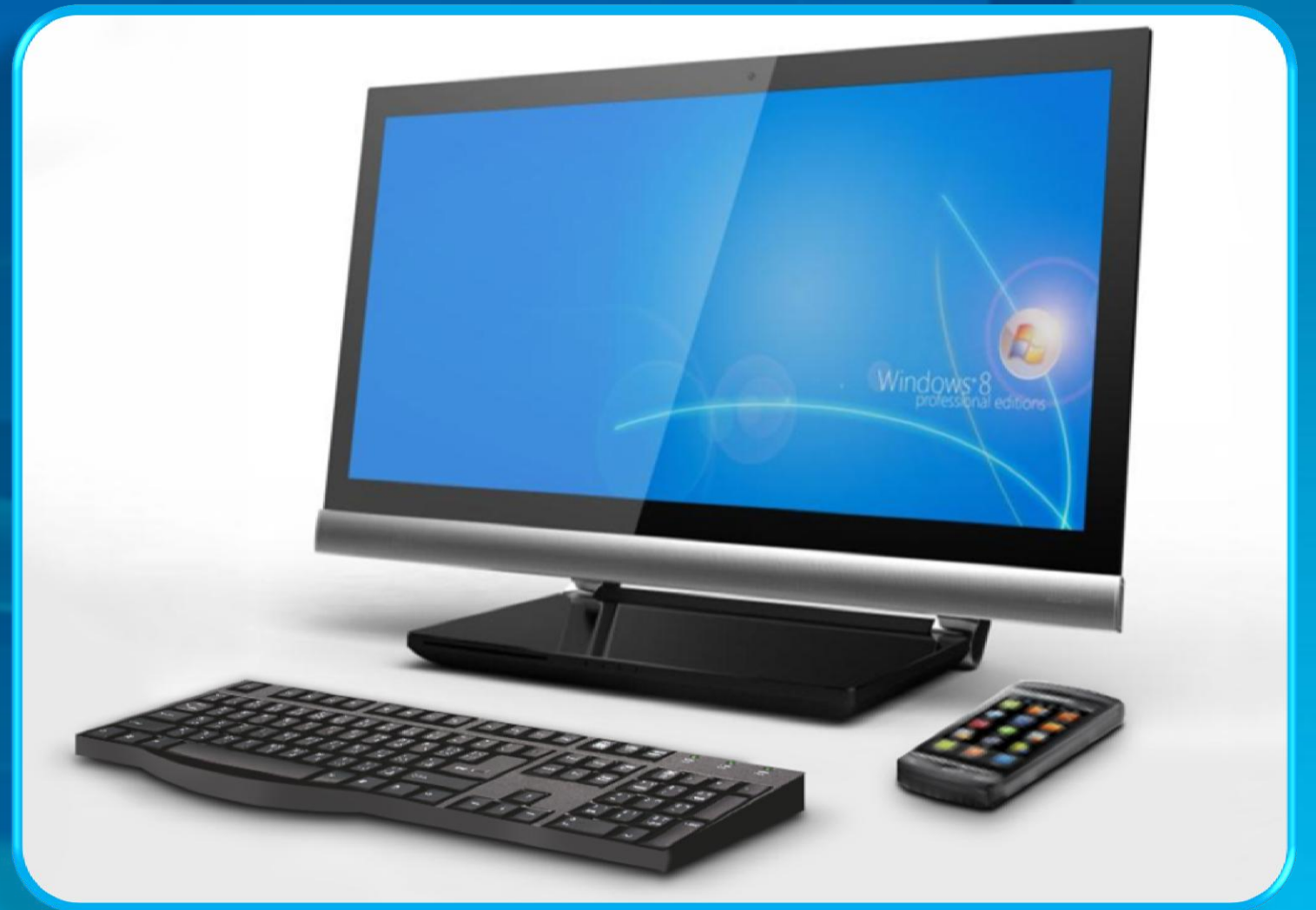


AIO Innovation PC*

Technologies That Deliver Amazing New Experiences!

Many Industry Firsts...

- 21:9 AIO display
- Plug-in compute module
- Workspace display software
- Wireless charging



* In cooperation with Compal, LG and Celestica



Summary

Today's best computing experience:
3rd Generation Intel® Core™ Ultrabook™

Over >110 designs for
consumer & business

Innovation coming to future Ultrabooks™
with touch, voice & sensors

New usage models driving investment in
All-in-One desktops



Ultrabook™



A NEW ERA IN COMPUTING FROM INTEL®.



Gregory Bryant

Vice President,
Sales and Marketing Group
General Manager,
Asia-Pacific Region

Kirk Skaugen

Corporate Vice President
General Manager,
PC Client Group

Navin Shenoy

Vice President,
Intel Architecture Group
General Manager,
Mobile Client Platform



The Next Generation of Computing Experiences

